

IV. Educate Newspaper Opinion Creators with a Series of Editorial Board Meetings.

ETS

Summary: Continue ongoing key opinion leader educational outreach program, while identifying and expanding program to key national, state/state capitol and local newspapers.

Status:

- o Continuation of briefing and educational outreach to more conservative, anti-regulatory media.
- o Awaiting decision on lawsuit to develop appropriate program for ed boards.

FET

Summary: Focus on hometown (district) newspapers of key legislators (well-crafted letter w/good package) and some bigger newspapers.

Status:

- o Priority project. Task force to determine drop date; probably 4 days to one week after final sign-off obtained by task force on information kits.
- o PM/RJR/TI to divide media lists for cover letters and follow-up phone calls requesting opportunity to respond to health-care reform proposals before papers editorialize.

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